

OLLSCOILE NA hÉIREANN, GAILLIMH
NATIONAL UNIVERSITY OF IRELAND, GALWAY.

SEMESTER 1 EXAMINATION 1999/2000

MASTERS IN BUSINESS ADMINISTRATION EXAMINATION

MARKETING STRATEGY

Professor James Lynch;
Professor James J. Ward;
Dr. Christine T. Domegan.

Time allowed: **three** hours.

All questions carry equal marks.

CASE: ALPHA BANK

1. **The Strategic Marketing Process**

Assess the Alpha Bank approach to date and advise on how they should develop a marketing strategy for the student market.

2. **The Marketing Strategy Content**

Analyse the situation of Alpha Bank and develop a marketing strategy for the bank based on information available in the case.